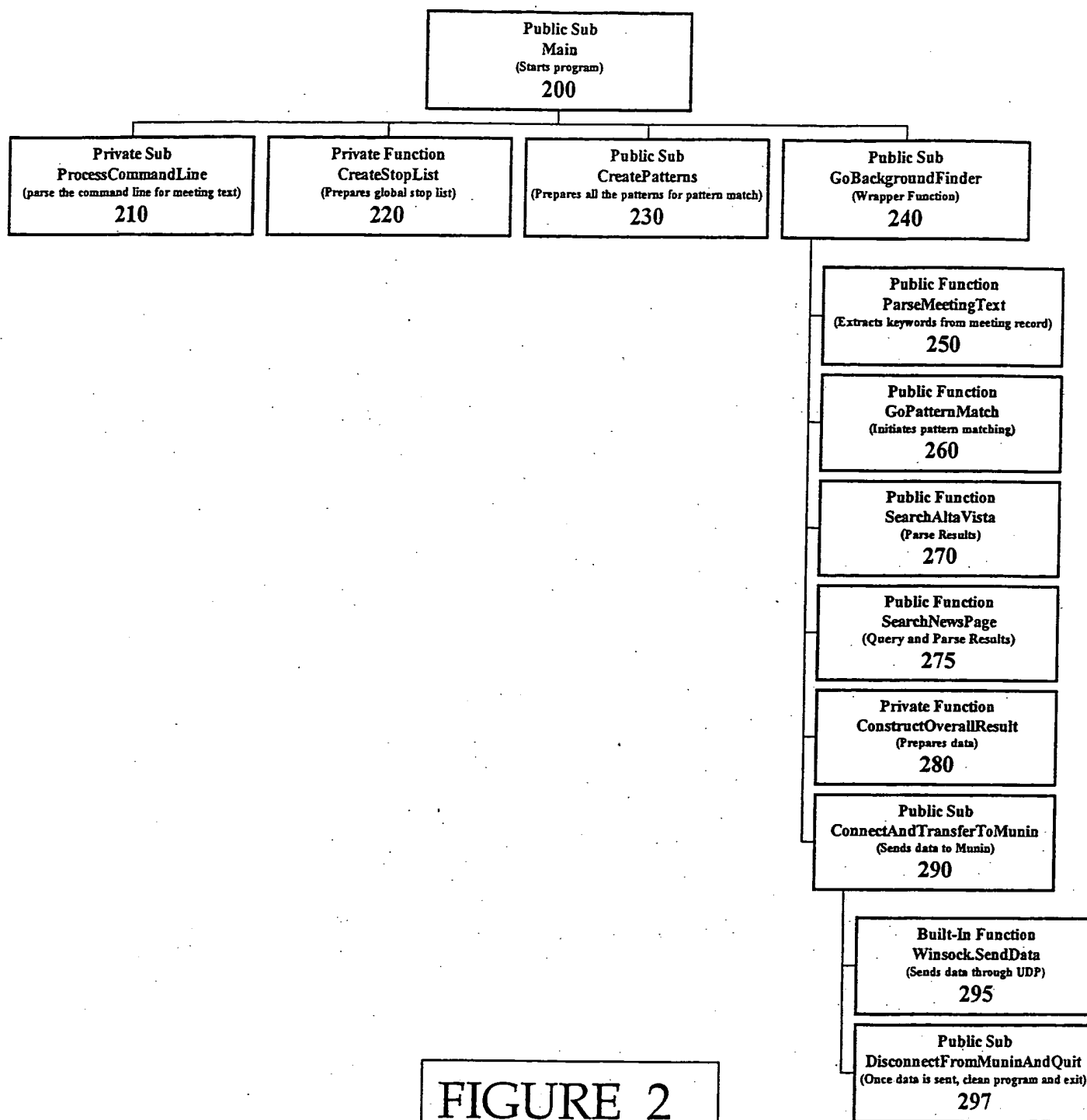


**FIGURE 1**



**FIGURE 2**

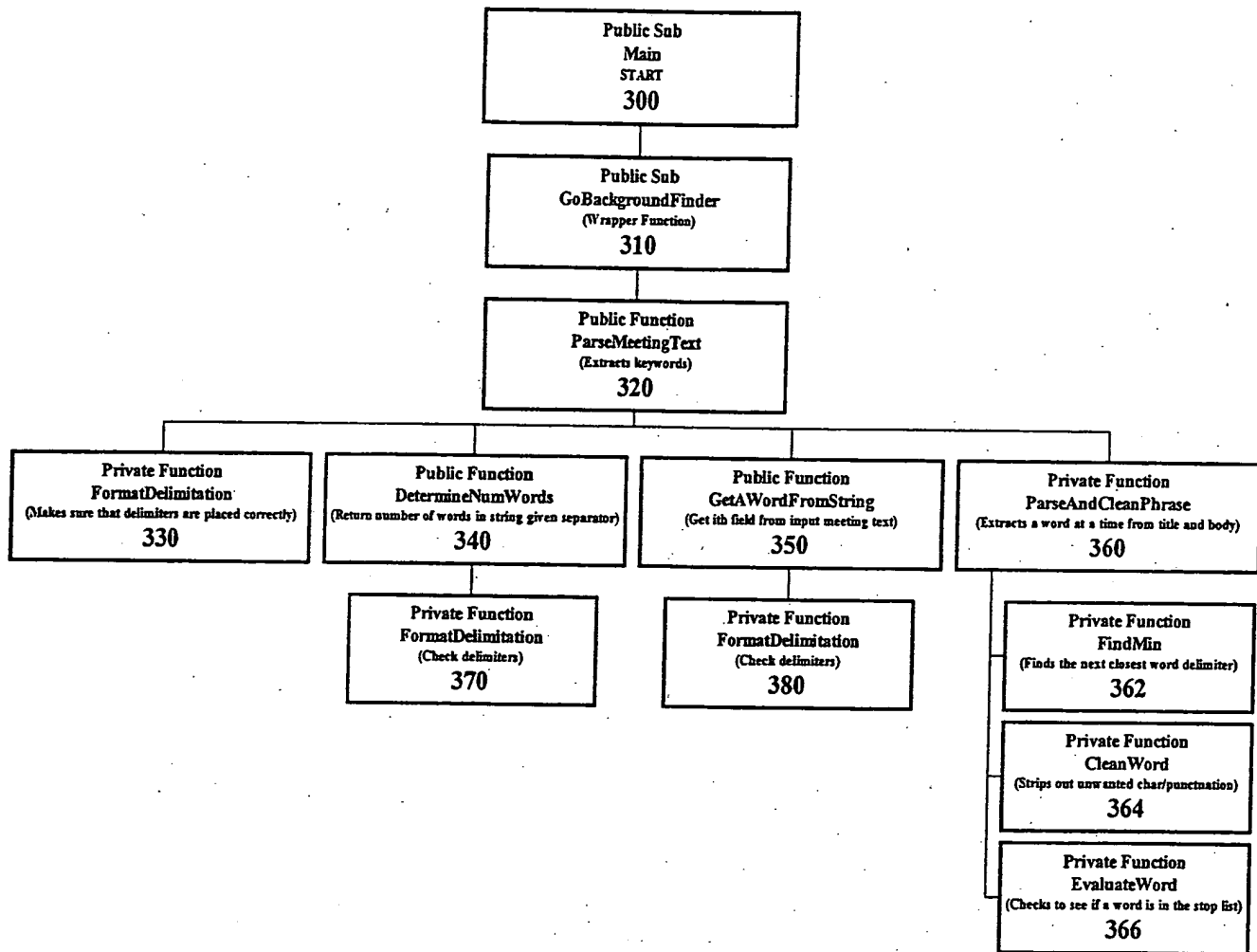


FIGURE 3

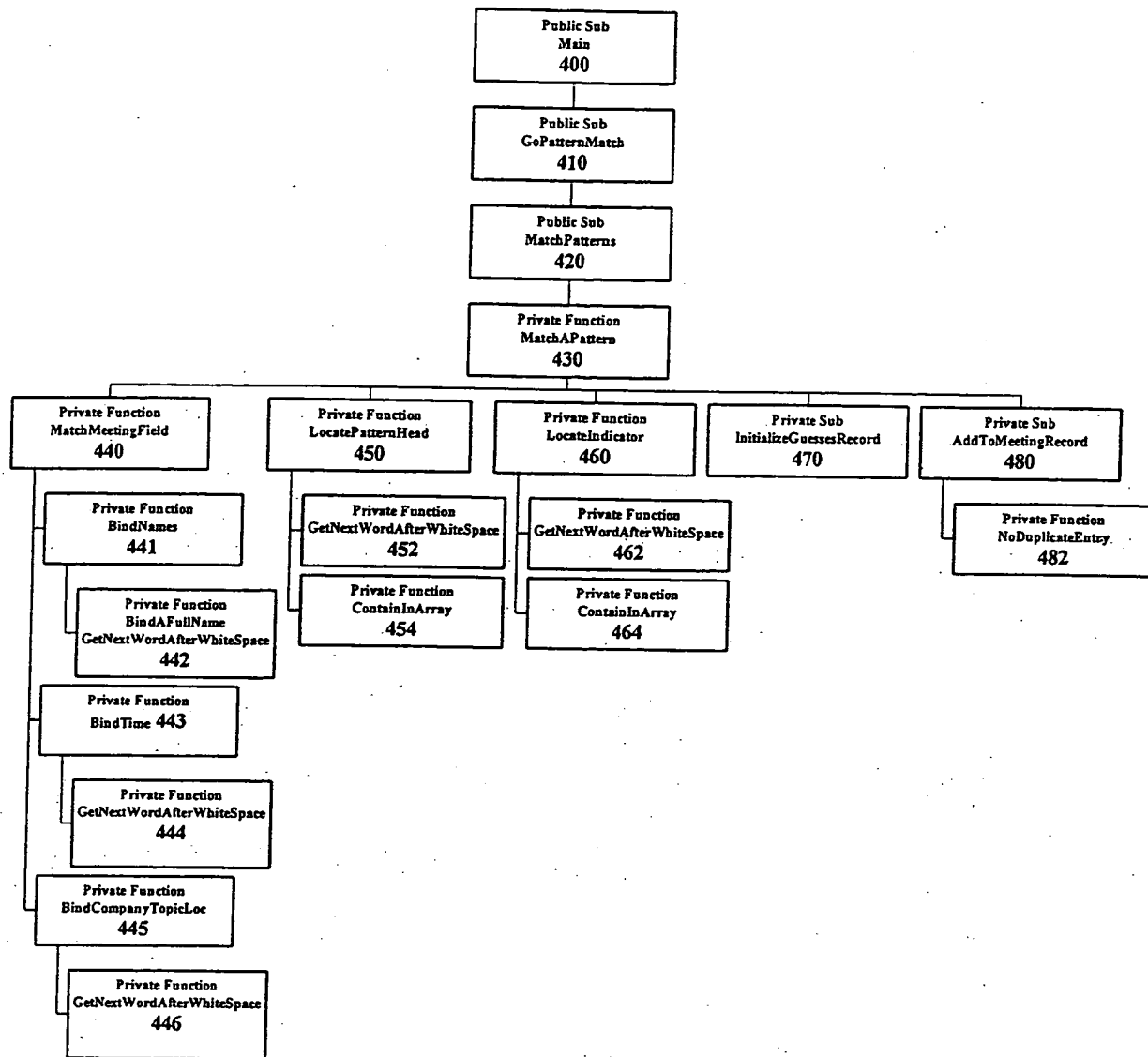


FIGURE 4

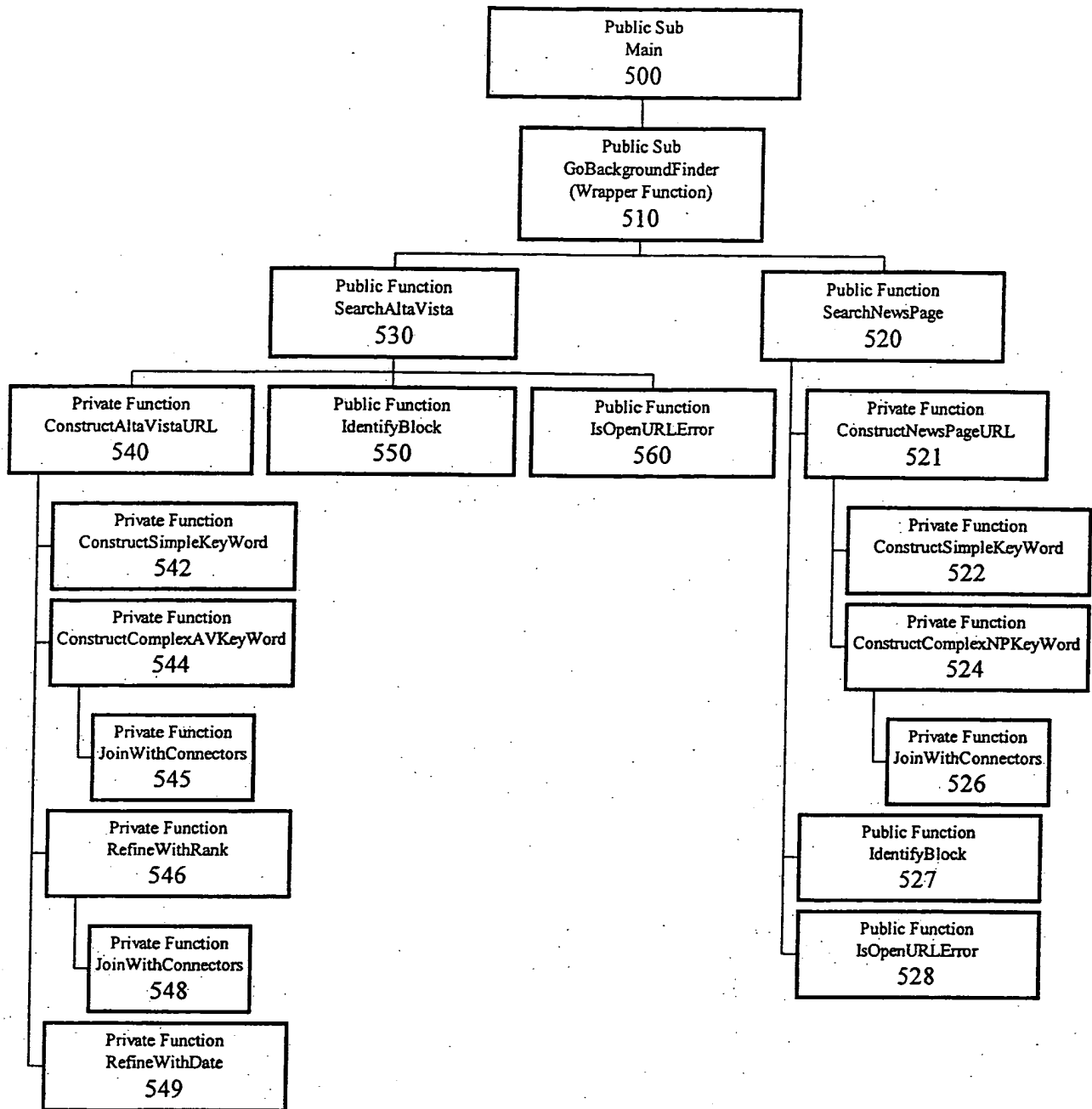
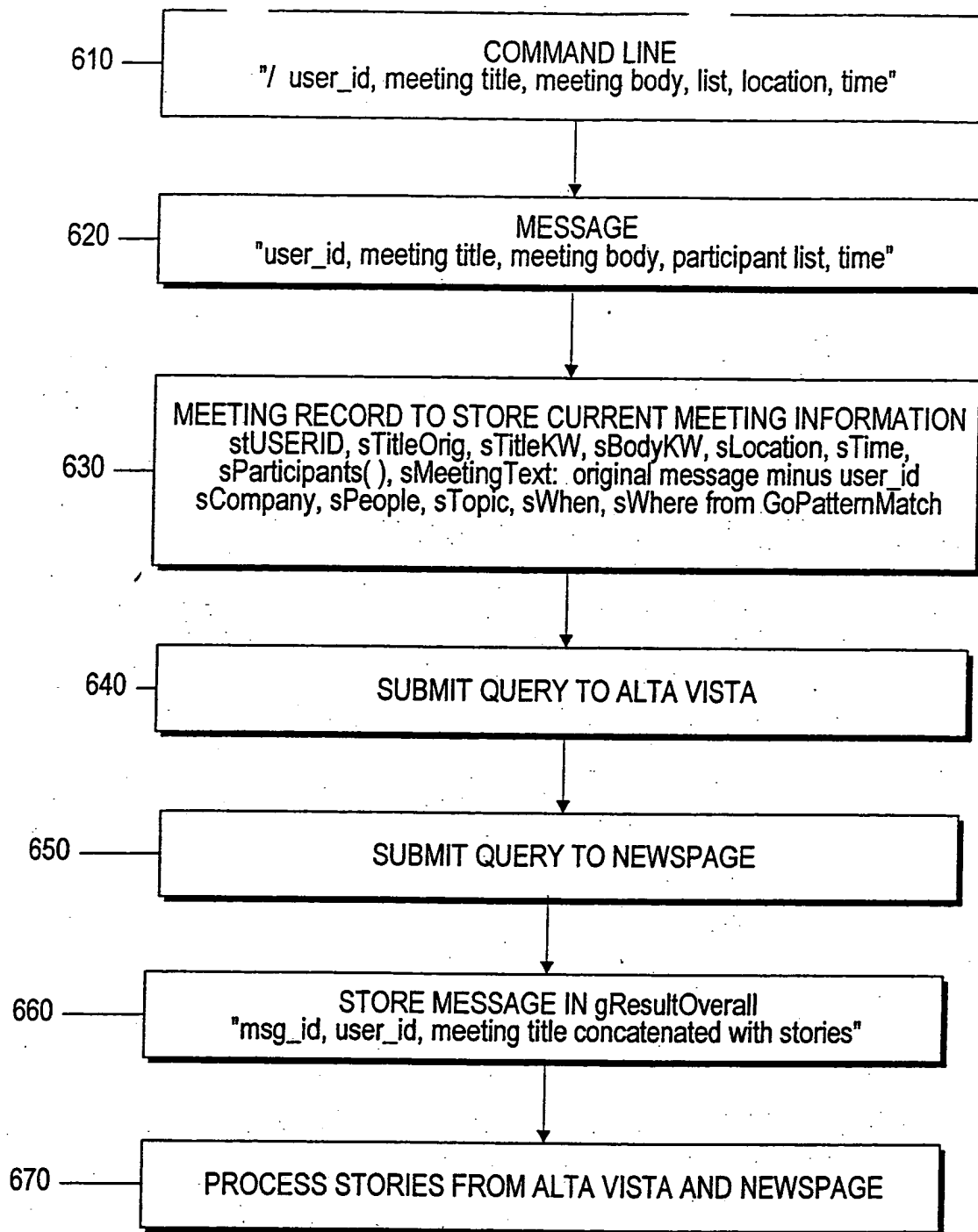
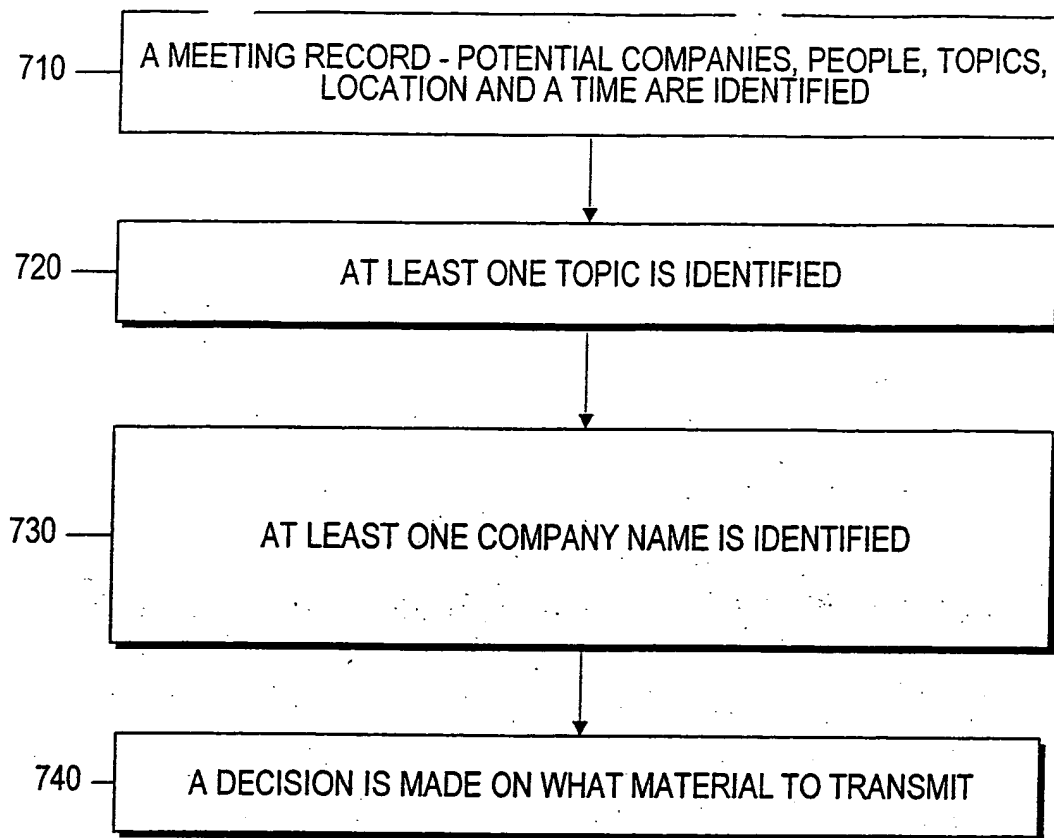


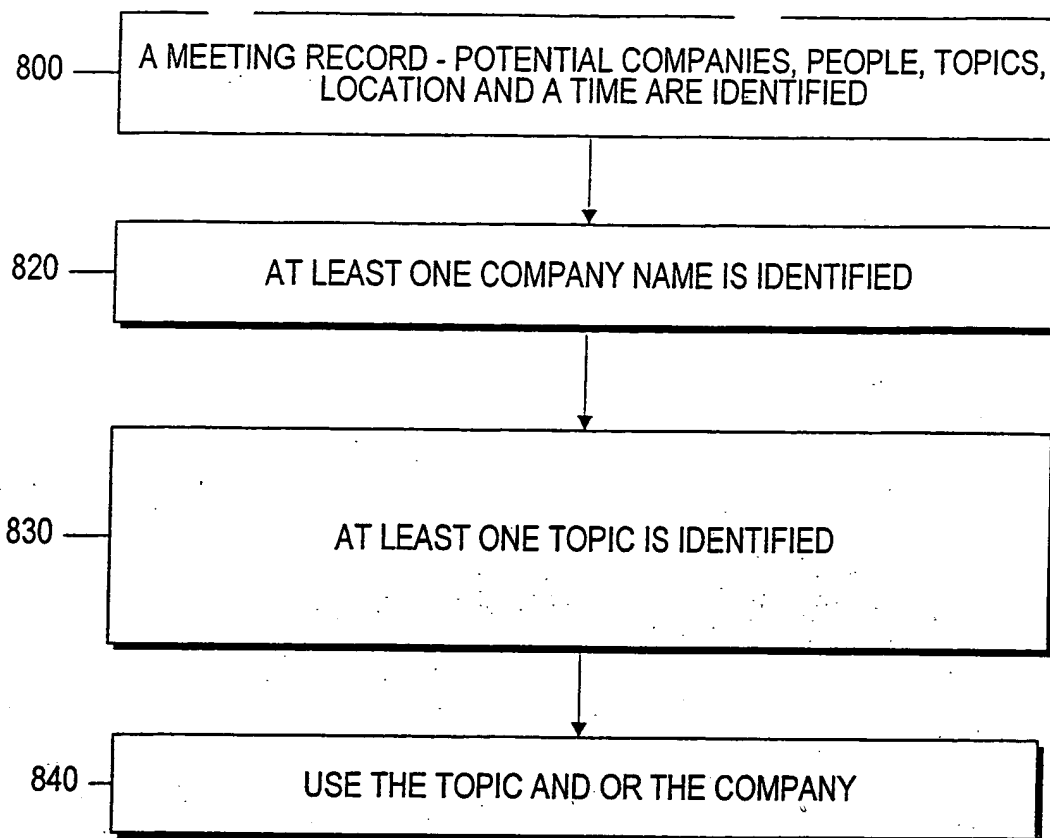
FIGURE 5



***FIGURE 6***

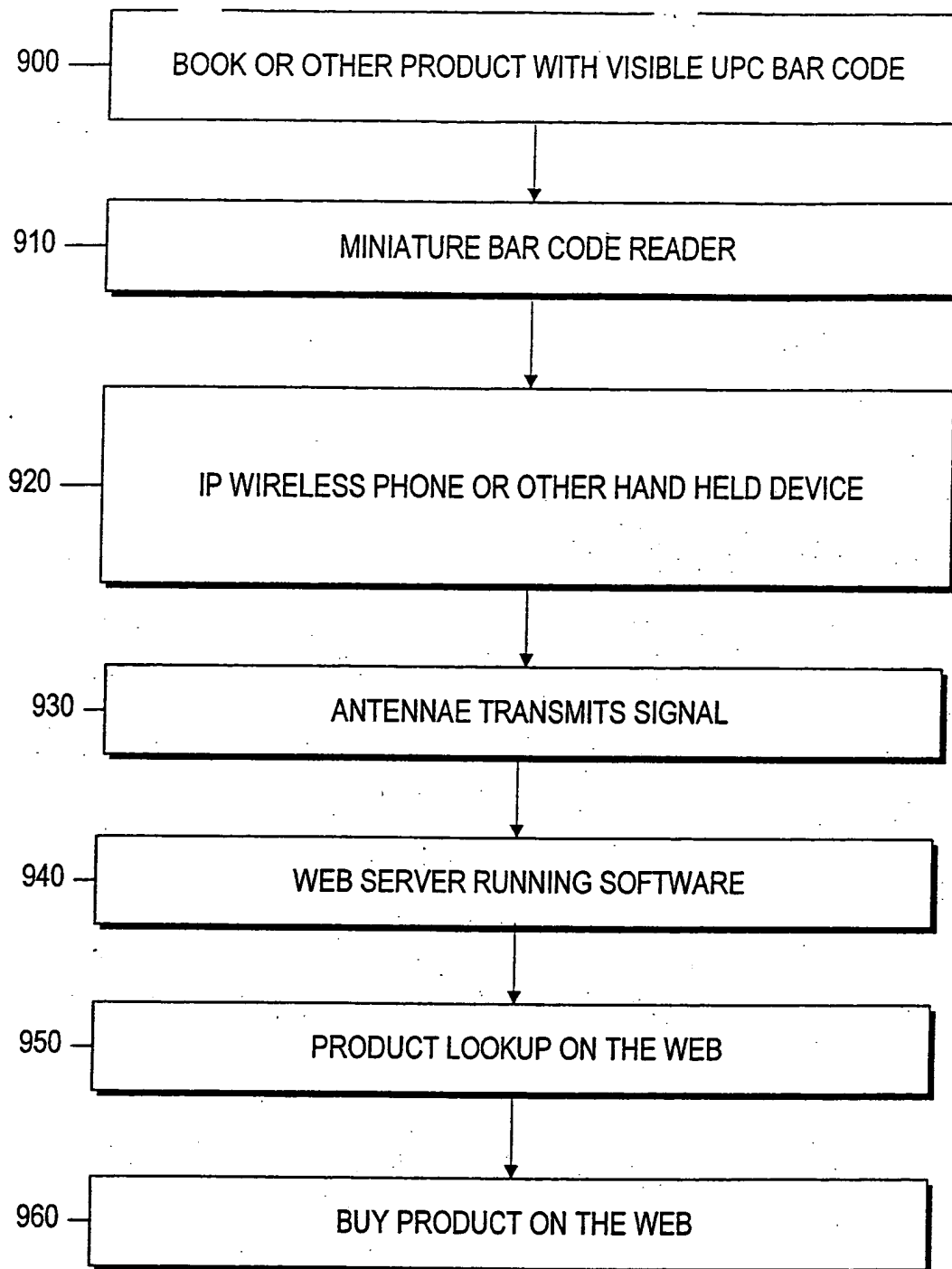


***FIGURE 7***



***FIGURE 8***





***FIGURE 9***

FIGURE 10A

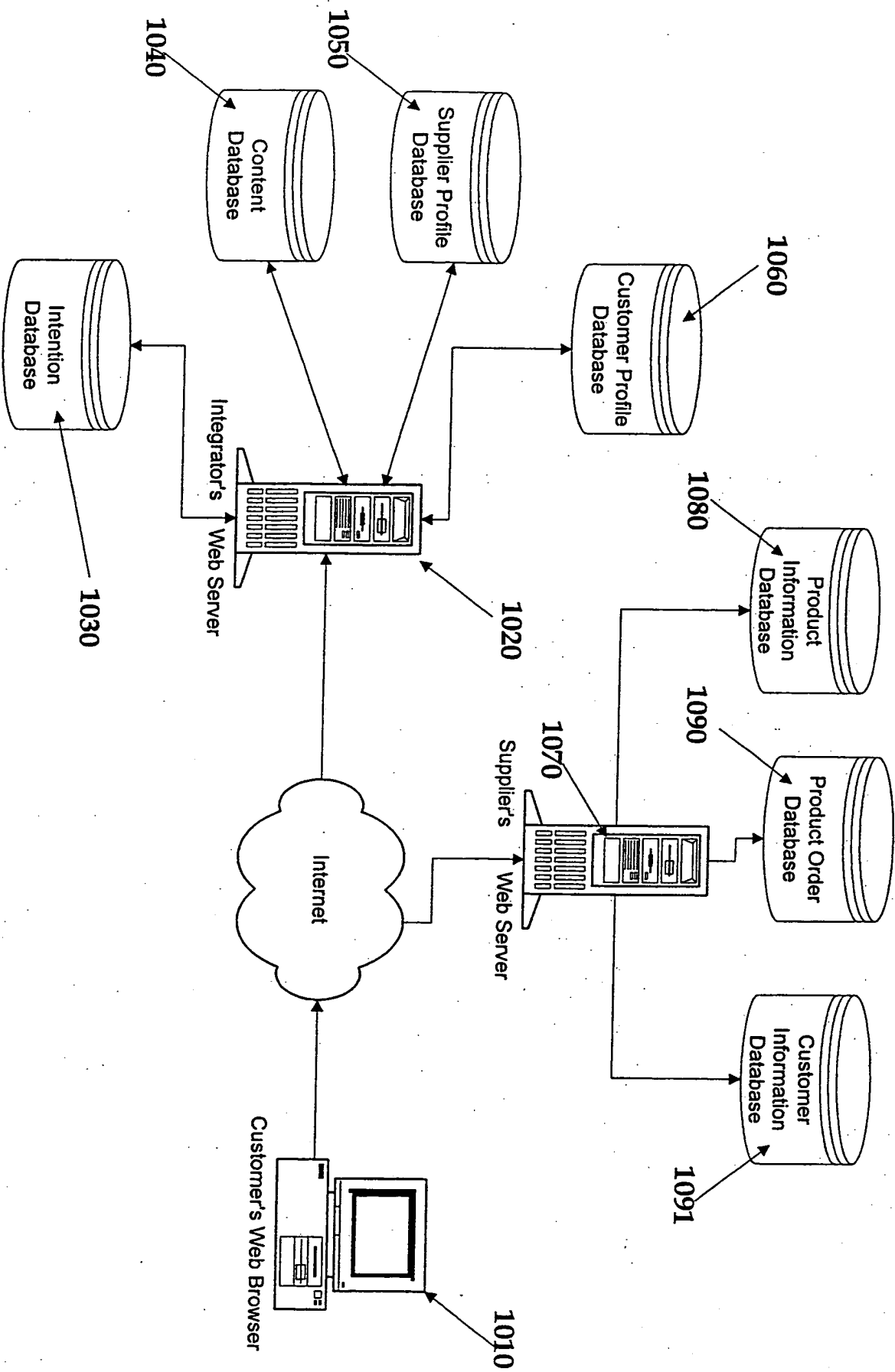


Figure 10B

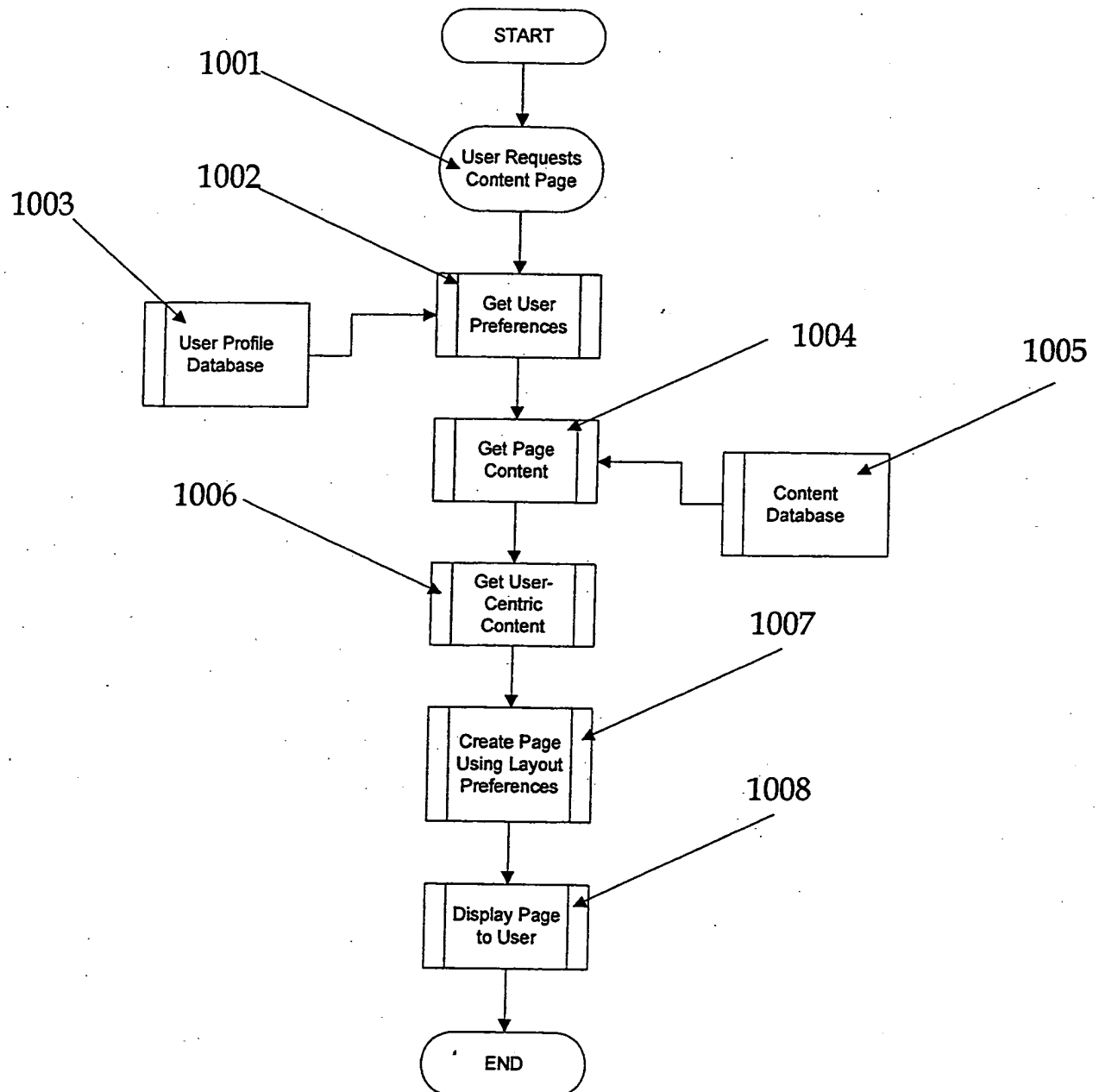


Figure 11: Retrieve User-Centric Content

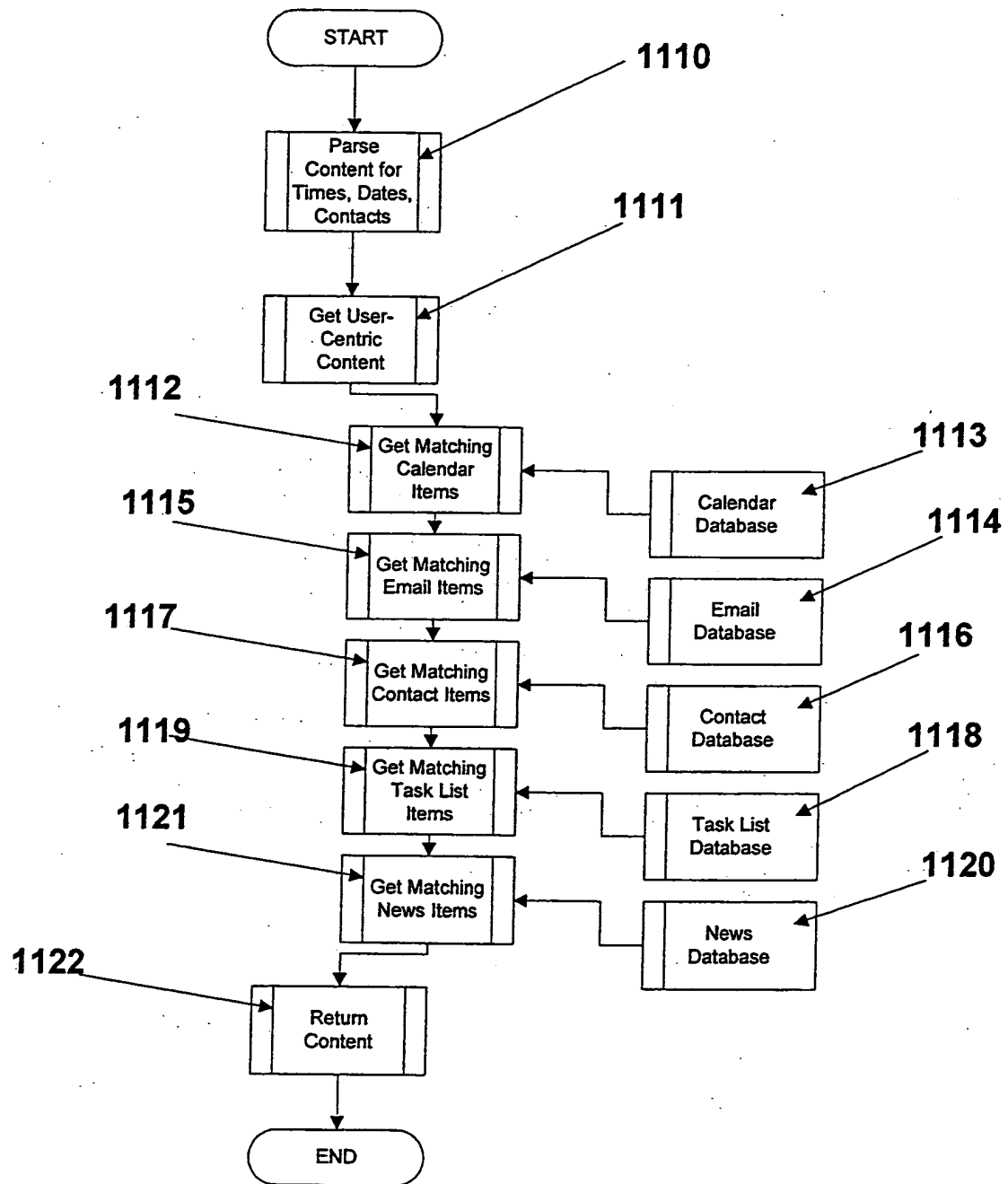


Figure 12: User Profile Data Model

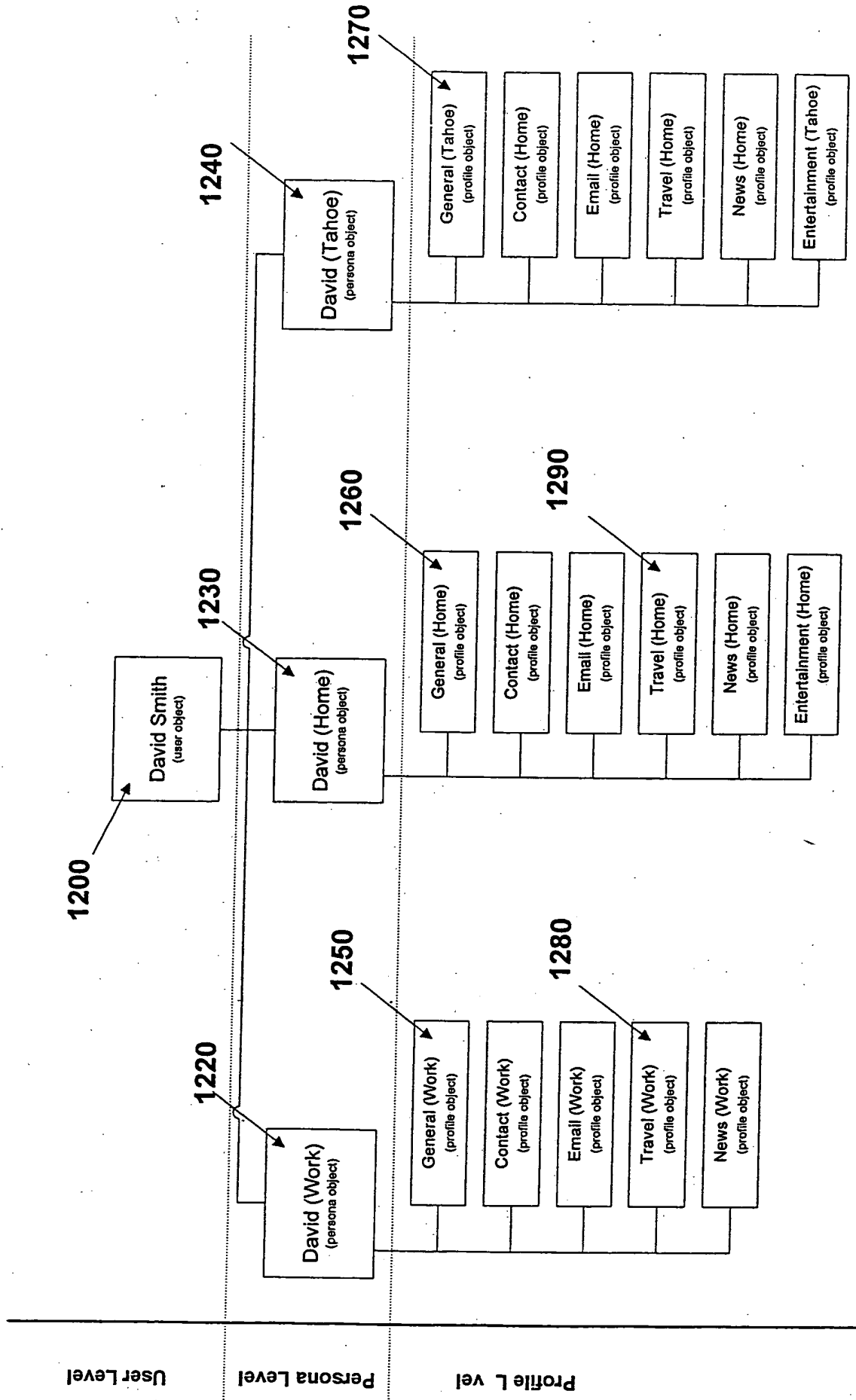


Figure 13: Persona Data Model

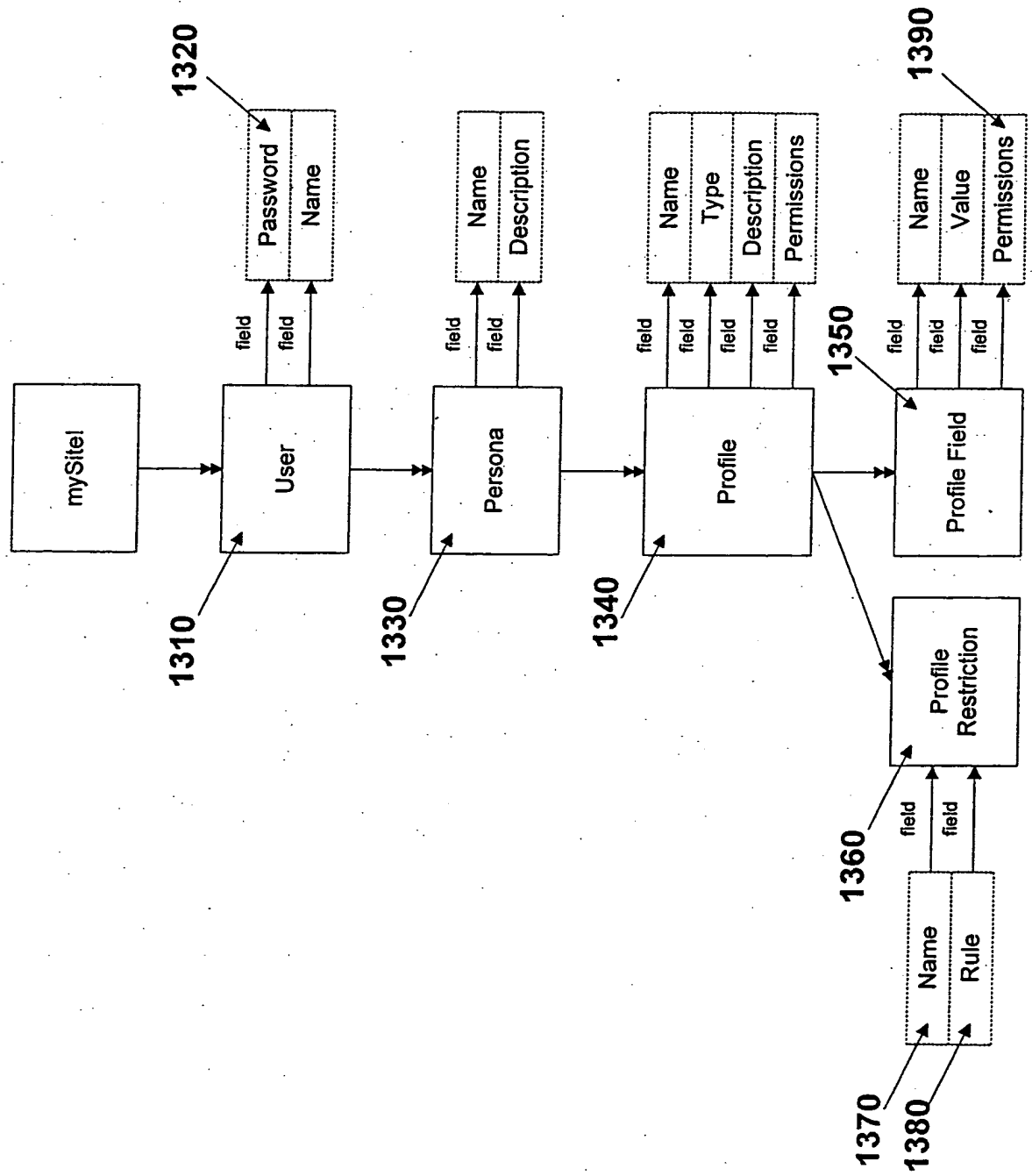


Figure 14: Intention Data Model

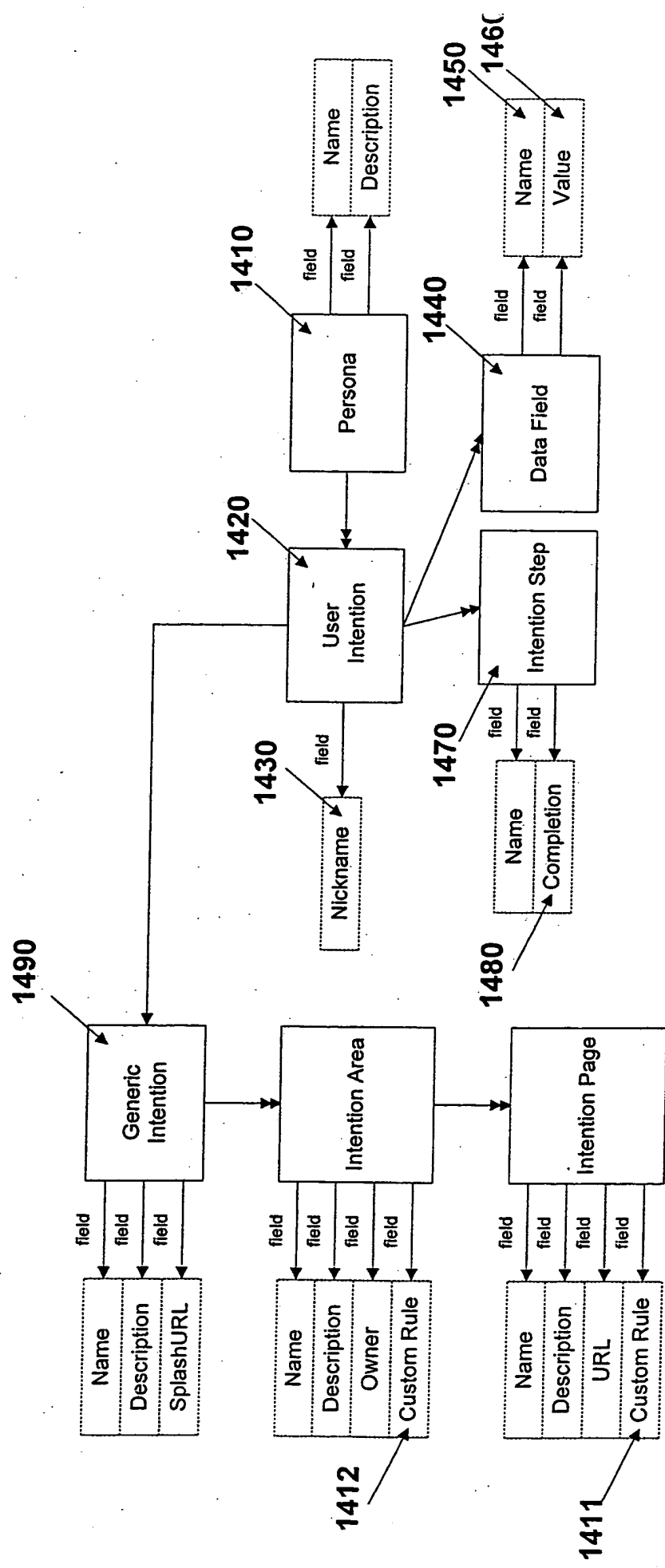


Figure 15

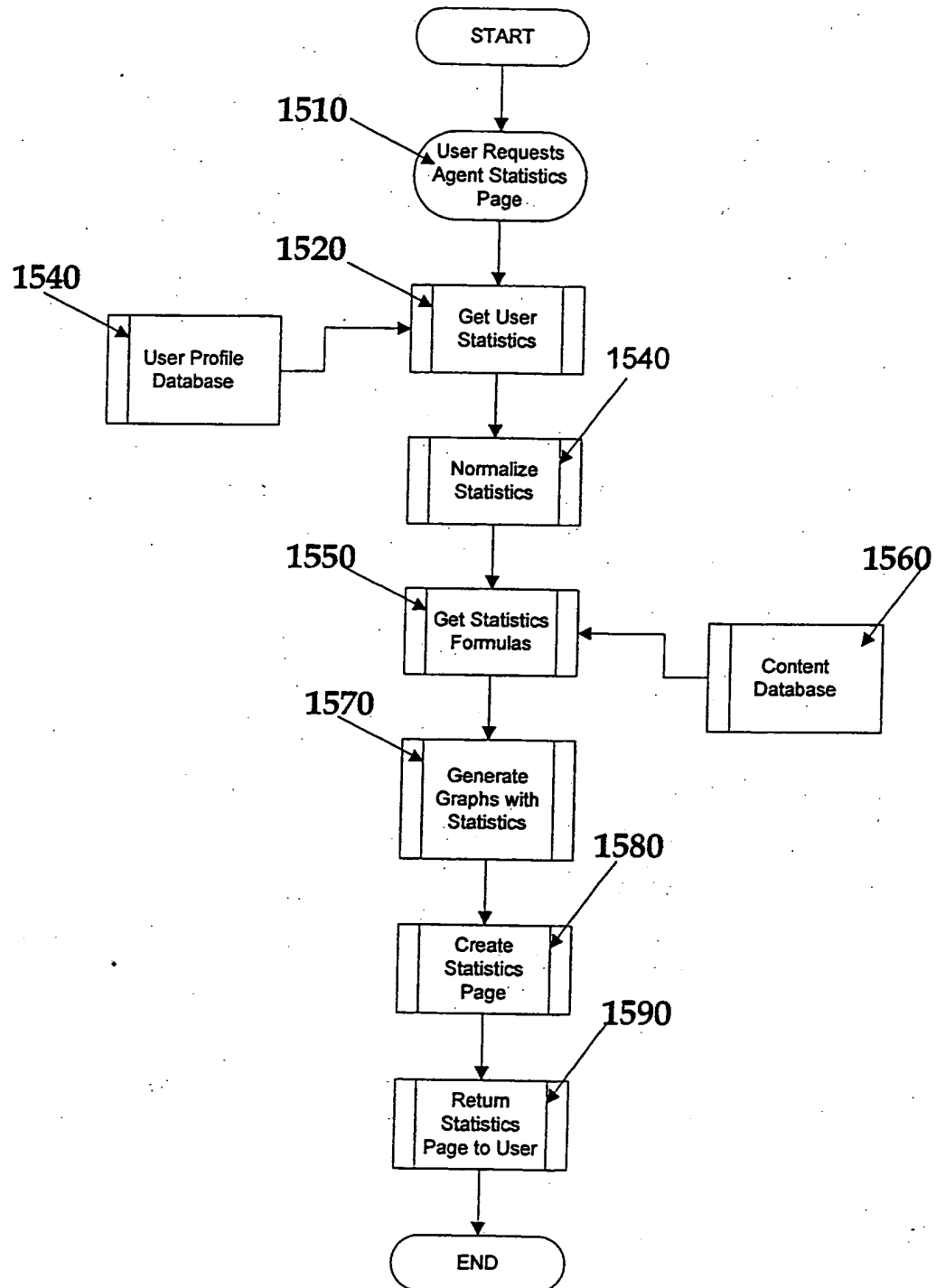
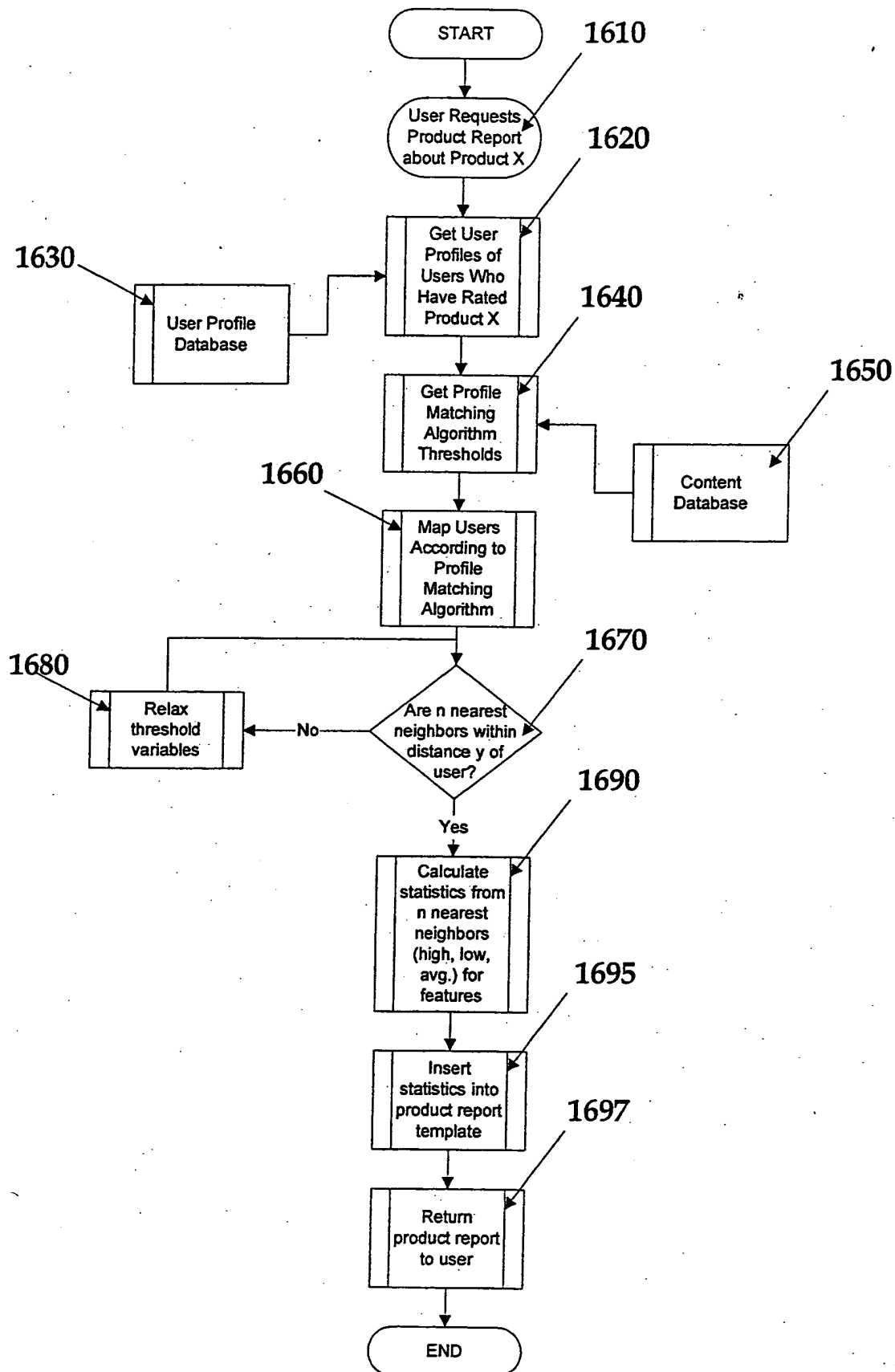




Figure 16



# Figure 17

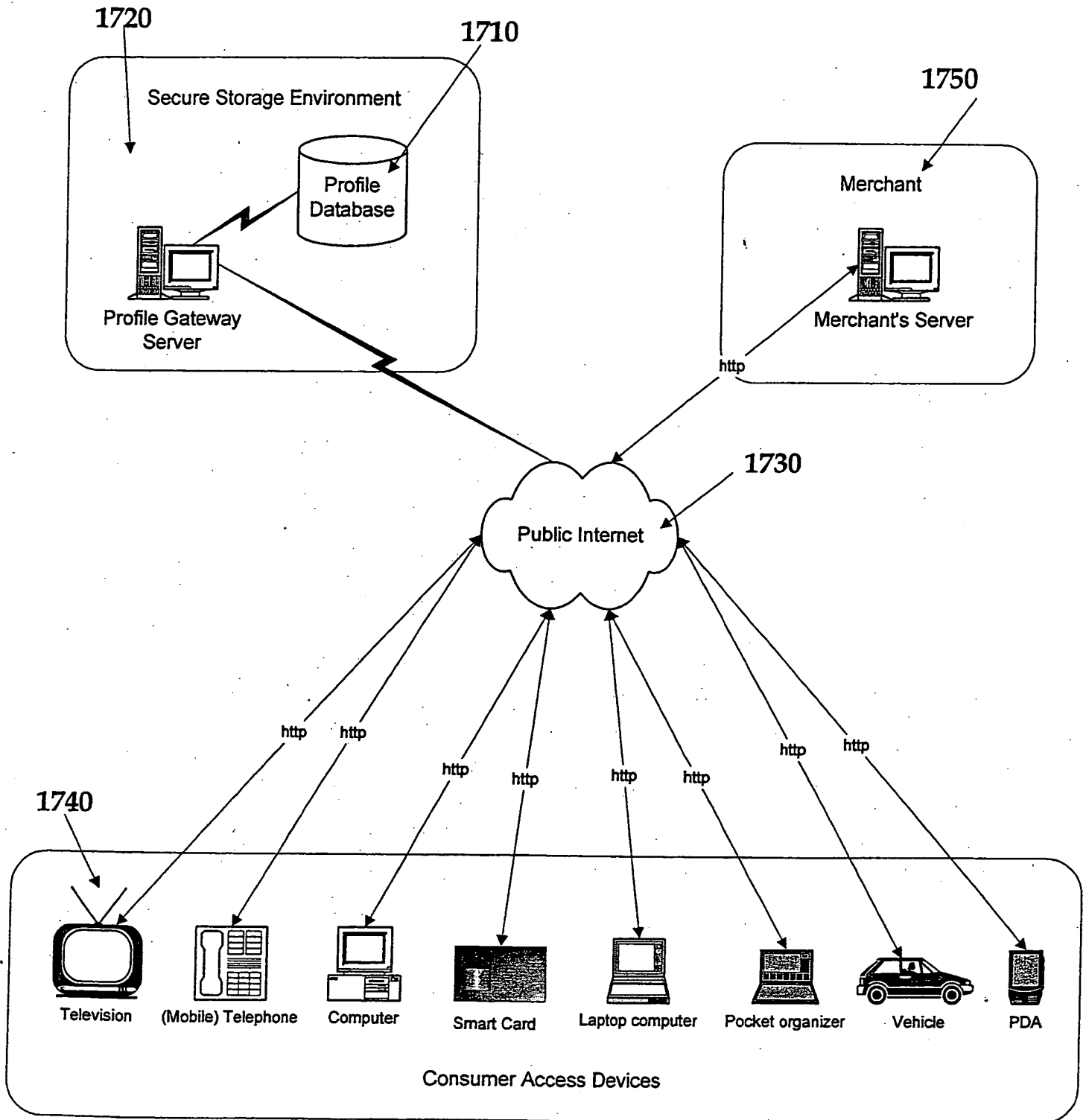


Figure 18

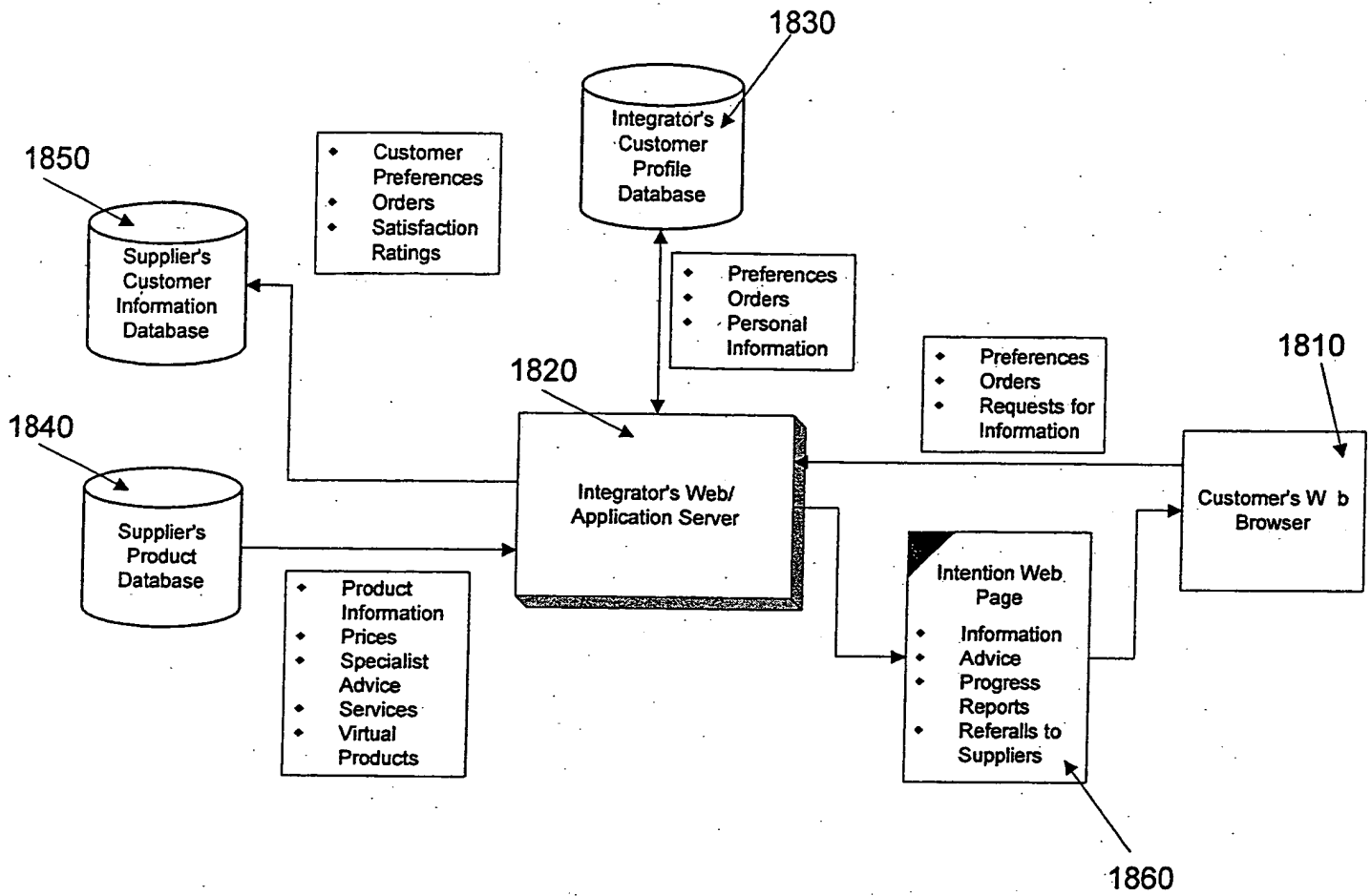
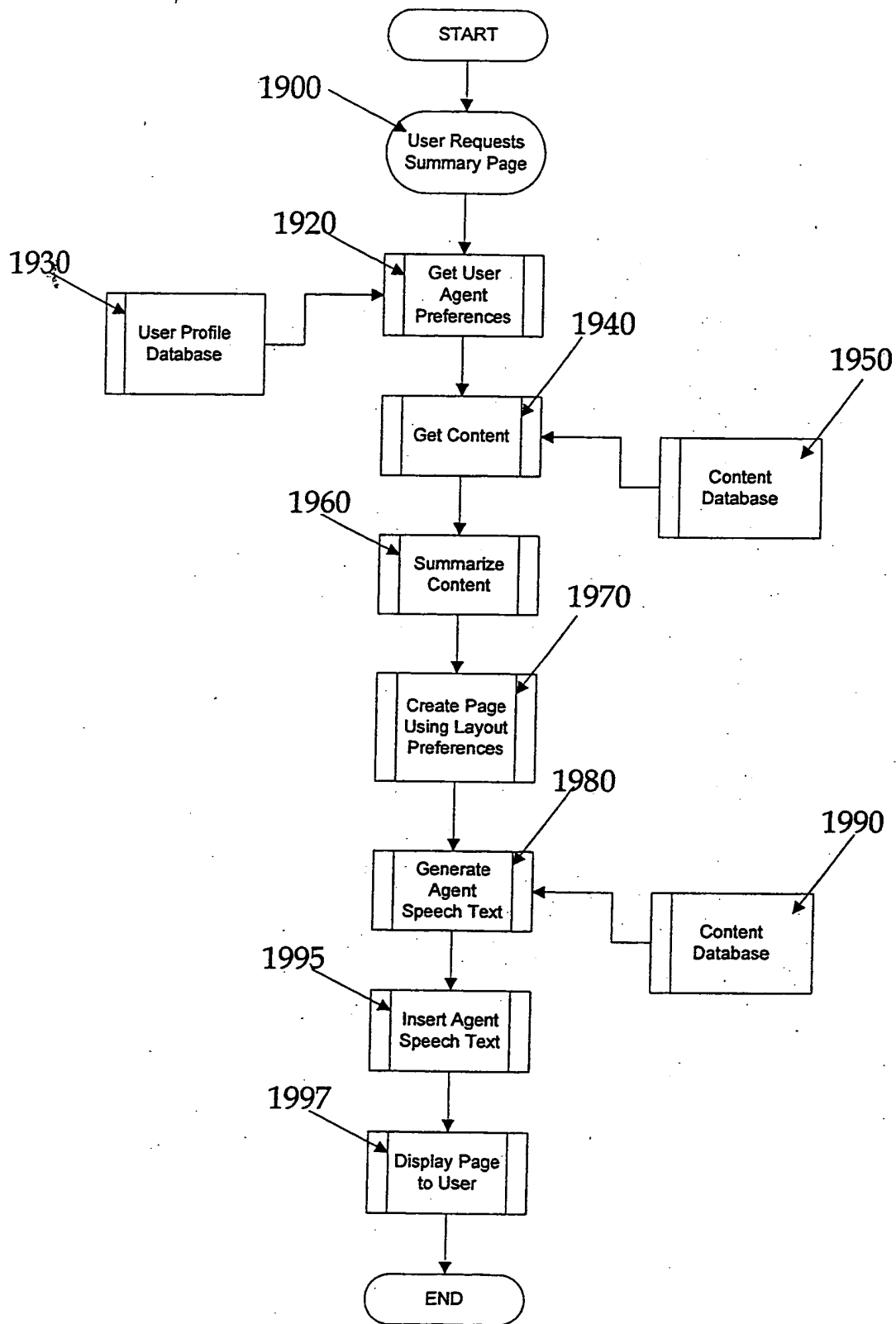


FIGURE 19



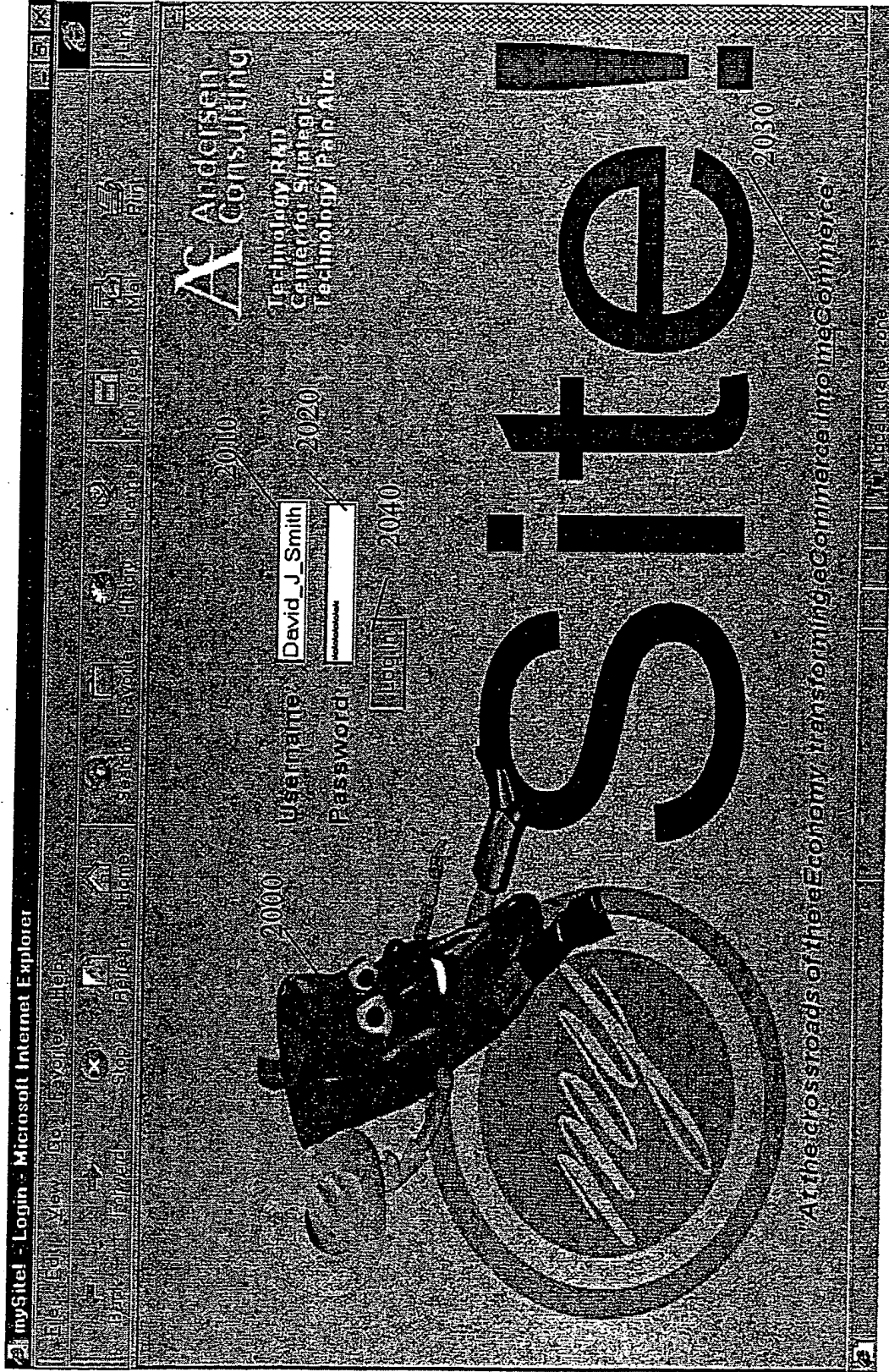


FIGURE 20

NOT AVAILABLE COPY



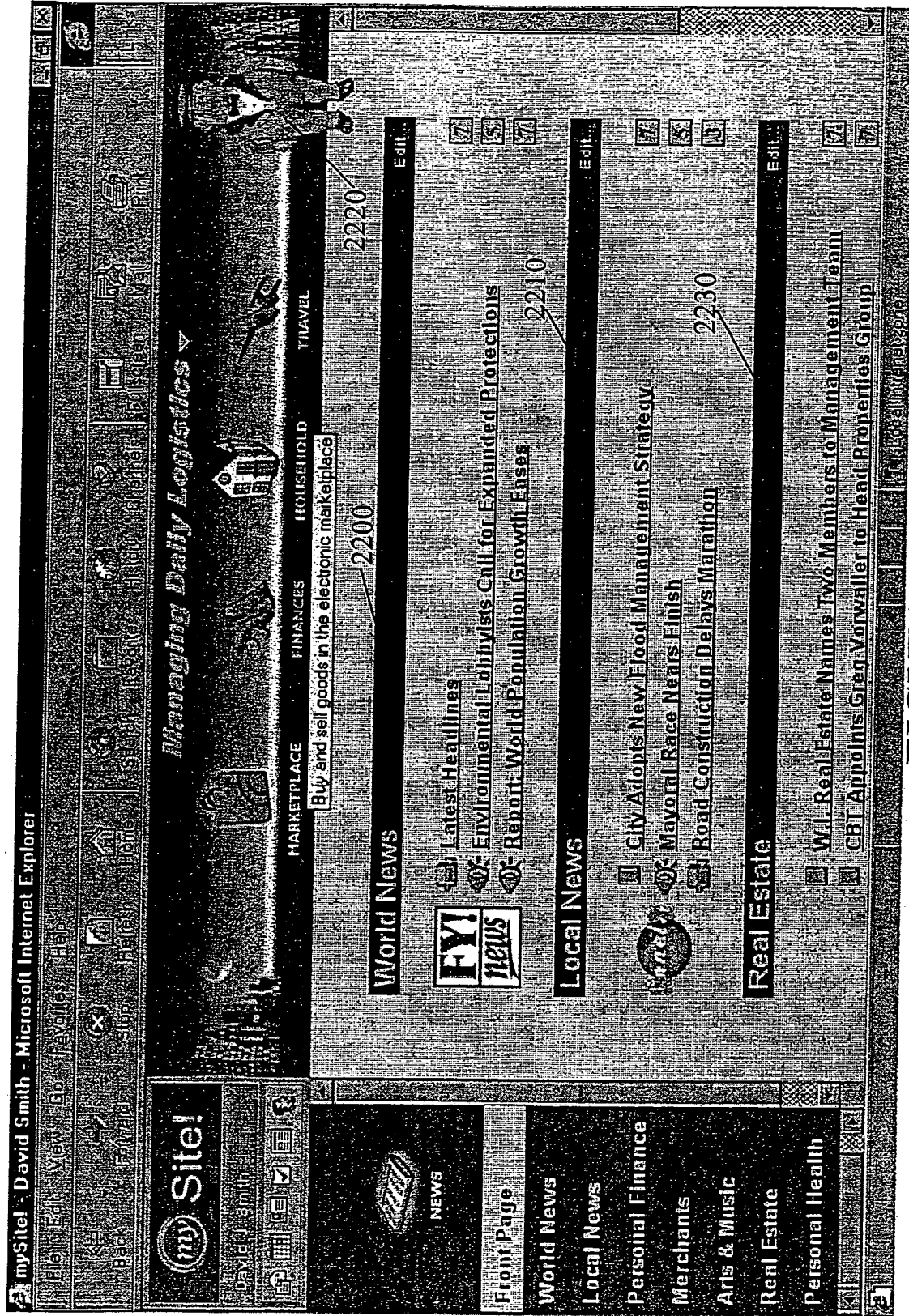


FIGURE 22

BEST AVAILABLE COPY



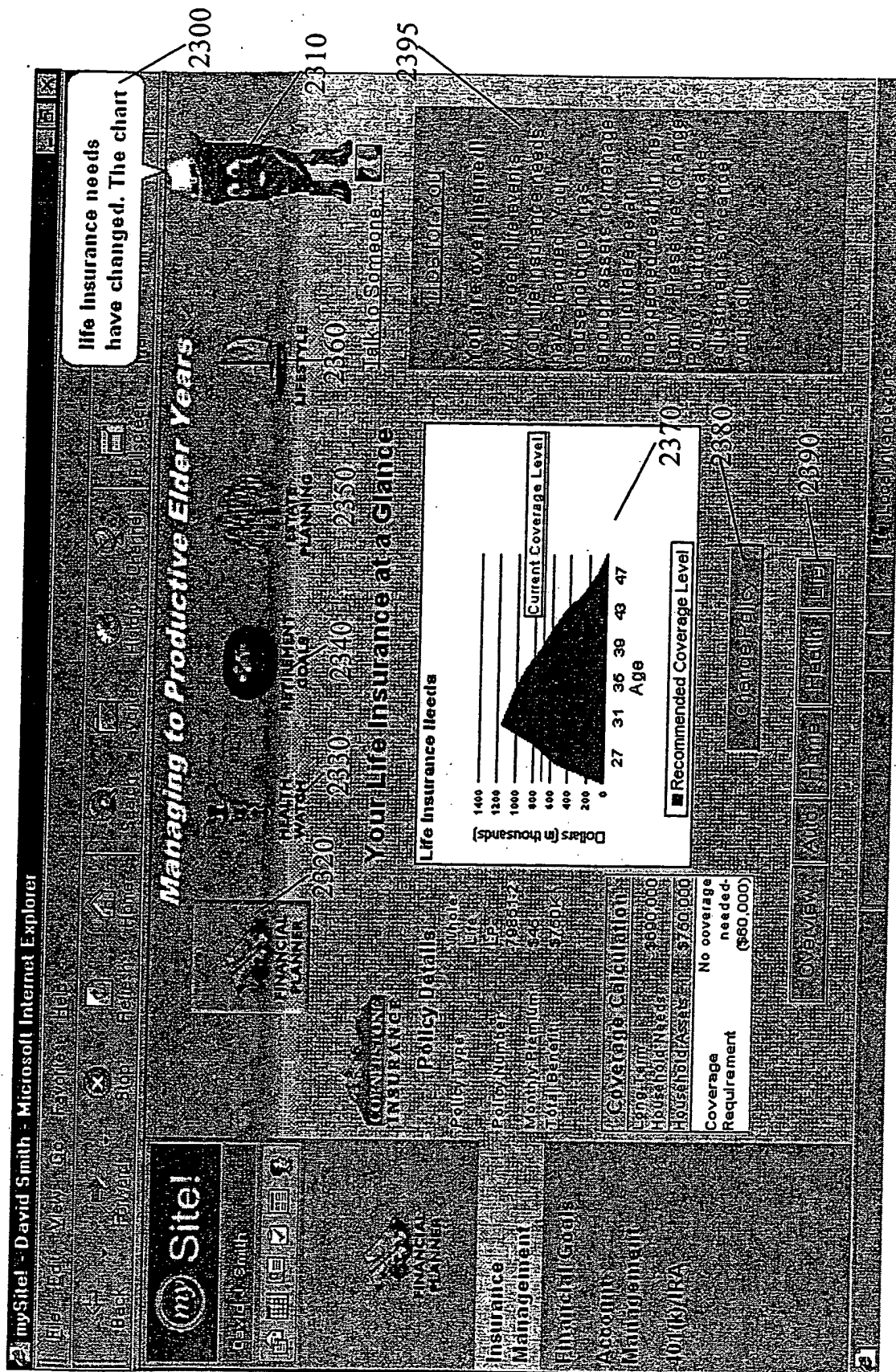
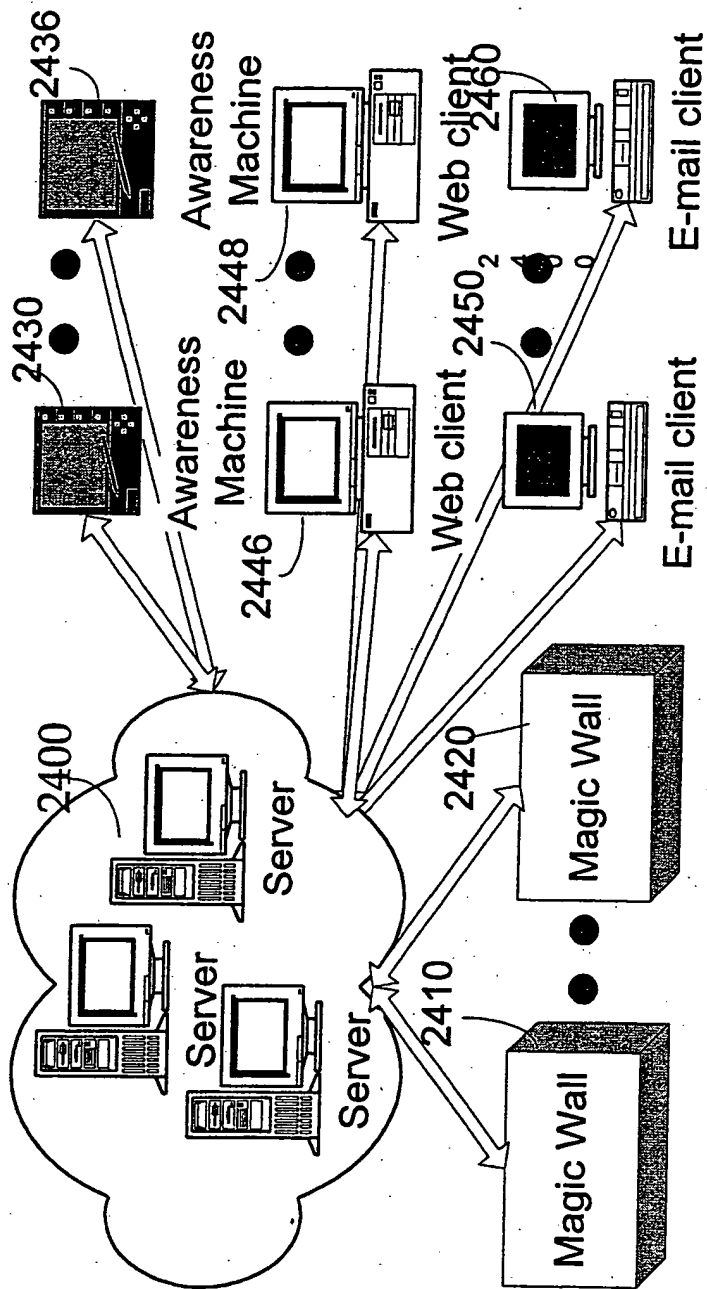


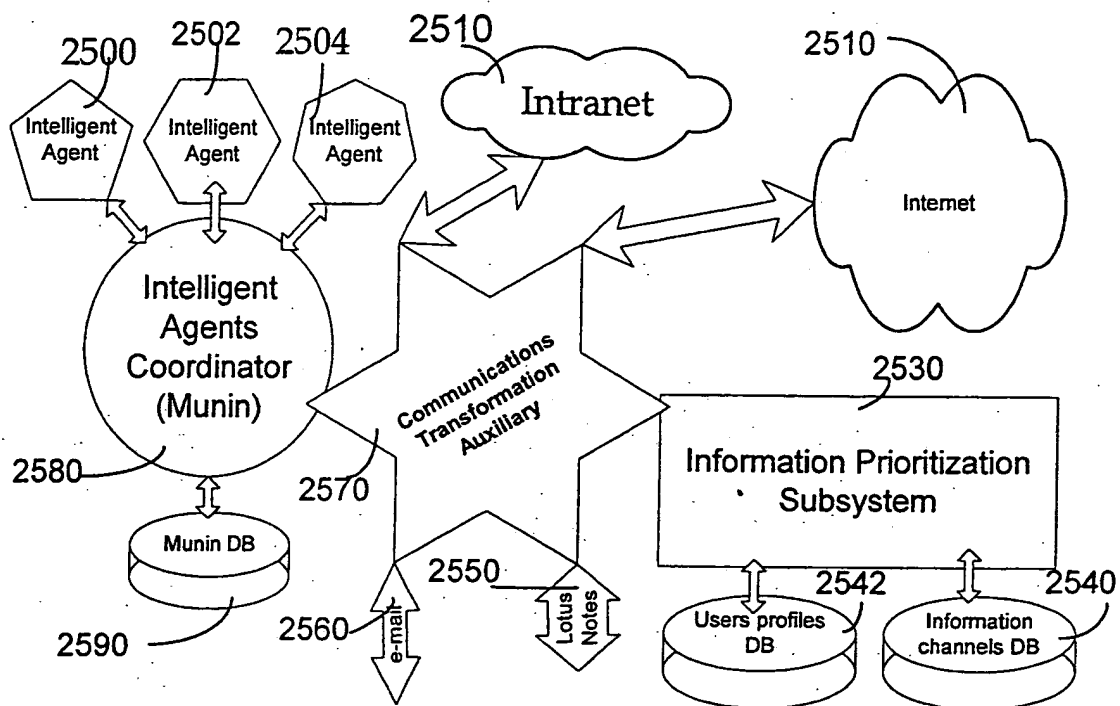
FIGURE 23

BEST AVAILABLE COPY





**Figure 24**



**Figure 25**

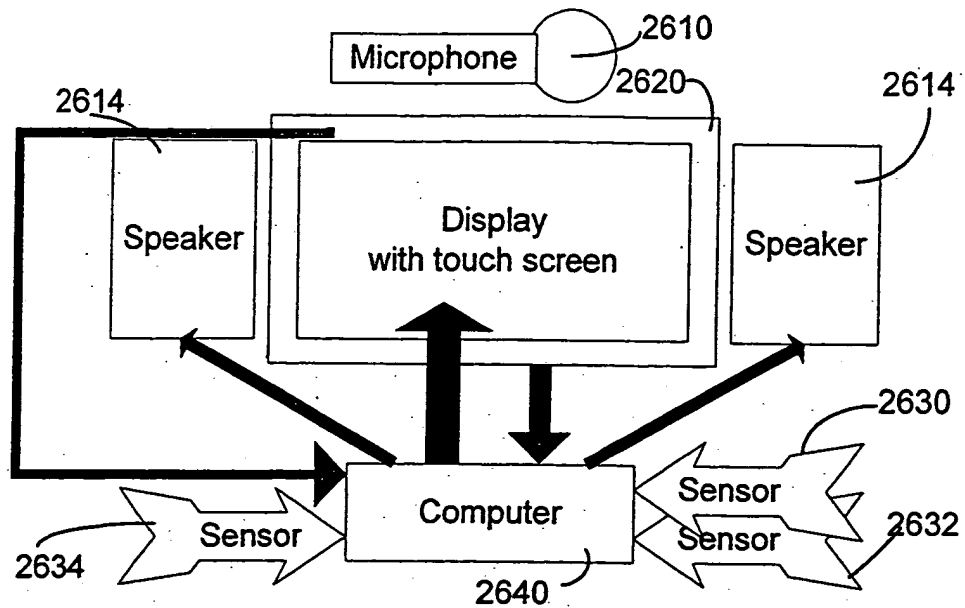


Figure 26